

# Worksheet

## Using the Internet to Grow Aquaculture Sales

- 1) **What is the purpose** of your website? (e.g., *increase current sales, conduct Internet sales, provide information*)
  
- 2) **Who is your audience** and what does your audience need? (*Do you want to sell oysters to raw bars, restaurants and chefs? Do you want to sell equipment and gear?*)
  
- 3) **What products or services** do you offer?
  
- 4) Do you **have a minimum purchase**?
  
- 5) What **contact information** do you want to use? (*Specific individual, email, phone, fax, address*)
  
- 6) List **three things that you want people to know** about your product or service.
  
- 7) What is the **story of your company**? (*What makes your company stand-out? Is it a family business that has been passed down? Is it located in a pristine area and surrounded by nature? Do you strive to be environmentally-friendly and sustainable?*)

8) **Why should someone buy** your product or service? (*Does it support the local economy? Does it provide local and very fresh product? Are you are willing to provide small orders?*)

9) Do you offer **farm tours** or are there **other public events**? (*Do you have on-farm sales, product auctions, fee fishing, etc.*)

10) Is there anyone using your product who would be willing to **provide a testimonial**? (*Is there a relationship with a local restaurant or chef? Maybe a service club that has used your products to raise money?*)

11) What are **three keywords or phrases** about your product or service?

12) **Think about the pages** you would like to include on your website? (*Examples include Home, About, Products or Services, FAQs, Testimonials, Product Handling, Recipes, Contact*)

13) Please **bring a minimum of five photos**, digital are preferred, of your operation and your products.

14) Please **list three possible domain names** for your website.

**Name:**

**Company:**

**Address:**

**Phone:**

**Email:**

***This form MUST be returned with your registration to provide information to our speakers so they can assist you in preparing your website tools***